



**National Highway Traffic Safety Administration**  
**HVE Impaired Driving Campaign/"Drive Sober or Get Pulled Over"**  
**Third Quarter Crackdown**  
**Media Work Plan**

**Executive Summary**

Our male 21-34 year old target audience continues to be a difficult group to reach. A multi-platform effort using electronic media that can be controlled to run within the tight flighting parameters of the plan will be used. This will include television, radio and digital.

Television will use broadcast and cable networks with the cable making up the majority of the buy due to its higher efficiency and targeting capabilities. Programs will be those that reach all of the target audiences, but especially the Discontented Blue Collar, Middle Class Risk-Takers and the Inexperienced Social Drinkers.

Connected TV, using pre-roll, will also be considered as it has a high concentration of 21 to 34 years olds, and penetration within the US continues to grow. Connected TVs are TVs that either have direct access to the internet or use a device such as a blu-ray player or gaming console to connect to the Internet and provide interactive features such as web browsing, social networking, video-on-demand and video streaming services.

Spanish language networks will be used as well. The Hispanic target has changed from the Newly Arrived Latino to a more inclusive Hispanic male 21-34 years old.

State advertisers can focus more on broadcast affiliates due to the large amount of cable in the national buy. That being said cable is still a viable medium to use, especially during the summer months when broadcast use can be down.

Radio will complement the television plan and will deliver a large number of targeted GRPs. Radio personalities will also deliver the "Drive Sober" message with live reads and their social networks. State level radio buys can work with local radio personalities who can do live reads and deliver the "Drive Sober" message through their social networks.



The online plan will use networks and demand side platform (DSP) technology to deliver a large number of video and display impressions very efficiently allowing for premium site direct buys with content marketing and high-impact executions. State level digital plans should begin to move away from broadly buying a site to specifically buying the person, through the use of demographic and psychographic data. The use of third party research that can be provided by digital networks will be of great help in drilling down to the correct person to target.

On a CPM basis buys provided by networks should not exceed \$5 for display and should run in the range of \$12 to \$15 for video.

Overall the use of television has been reduced from levels seen last year due to a decline in target ratings and the lower use of television during the flight period. This loss of TV will be made up via the online video execution.

In terms of creative the plan will make use of the previously developed Invisible Cop television and radio spots. New English and Spanish digital creative will be based on a concept called “Heat of Night” as well as new digital creative based on promoting the SaferRide App.

### **Crackdown Period**

Campaign crackdown period will be Wednesday August 19<sup>th</sup> to Monday September 7<sup>th</sup>.

### **Advertising Period**

#### Labor Day Campaign

This campaign will run over a 15-day period.

Flight dates will be:

Wednesday August 19<sup>th</sup> to Sunday August 23<sup>rd</sup>

Wednesday August 26<sup>th</sup> to Sunday August 30<sup>th</sup>

Wednesday September 2<sup>nd</sup> to Monday September 7<sup>th</sup> (Labor Day)

### **Budget**

Total working paid media budget for the two campaigns is \$13,500,000.



## **Demographic Profile**

1. Discontented Blue Collars: Men 21-34 years old
2. Middle-Class Risk Takers: Men 25-54 years old
3. Inexperienced Social Drinkers: Men 21-24 years old
4. Responsible Drinkers: Adults 25-44 years old
5. Socially-Accountable Drinkers: Adults 25-34 years old
6. Midlife Motorcyclists: Men 45-64 years old

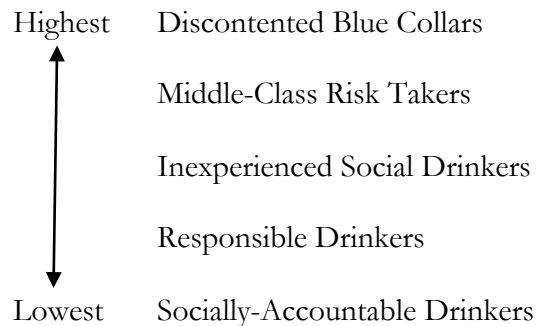
This plan will be written to target the common demographic of men 21-34 for the three highest “at risk” groups: Discontented Blue Collar, Middle-Class Risk Takers and Inexperienced Social Drinkers. In addition, we will target the Midlife Motorcyclists as a separate, older target.

## **Target Profile**

The target audience is broken out into 5 at-risk segments:

1. Socially Accountable Drinkers
2. Responsible Drinkers
3. Inexperienced Social Drinkers
4. Middle-Class Risk Takers
5. Discontented Blue-Collars

Relative degrees  
of “at risk”





Along with these five “At Risk” groups we need to include the high-risk group of “Mid-life Motorcyclists”. The “Mid-life Motorcyclists” for targeting purposes in the third quarter will be addressed as a separate target audience.

In addition to the primary audiences described above, we will also target the following secondary audiences:

- Hispanic men 21-34

### **Media Purchasing Demographic**

For the purpose of negotiating and buying media the following standard demographic breaks will be used –

Primary: Men 18 – 34 and,  
Men 35-64 (Motorcyclists)  
Secondary: Hispanic men 18 – 34

### **Geography**

The total budget is to be allocated to national advertising only. There will be no state/local or regional element to be accounted for out of this budget.

### **Media to be Considered**

Due to the very tight flighting requirements all media considered will be electronic. Easily turned on and turned off. Media being considered are -

#### Network Television

Broadcast  
Cable  
Programmatic  
Connected TV

#### Digital

Video Games  
Online  
Mobile

#### Network Radio

Terrestrial  
Online  
Mobile  
Satellite



## **Overall Media Strategy**

### Young Men

Continue to generate frequency in order to affect behavioral change. Maximize reach at the 8+ effective frequency level.

Use select broadcast programming (i.e. animation, sports, comedy) and high composition men 18-34 demo cable networks.

Use radio to extend reach off of the base created by television, and greatly increase frequency.

Use digital media to reach our targets in a medium younger people find the “most essential” medium, and to reach light users of television

### Motorcycle Rider

Identify/utilize key television networks that have a high composition and reach of the older motorcycle rider target.

## **Network TV Strategy**

Television still represents a strong medium to reach the young male target even while we see migration to other platforms for video content. However we are seeing a reduction in television audiences in cable and broadcast and recommend reducing the budget allocation to television in favor of alternative video delivery methods.

Research from the Nielsen Cross-Platform report indicates that traditional television still accounts for the majority of time spent with a platform. The chart below looks at a week in the life of the total US population weekly time spent in hour:minutes for March 2014 vs. March 2015. Time spent with traditional television is down yet again. Key programming opportunities still exist to reach young men, but other opportunities must be explored as well.

	<u>K 2-11</u>	<u>T12-17</u>	<u>A 18-24</u>	<u>A25-34</u>	<u>A35-49</u>	<u>A50-64</u>	<u>A65+</u>
Traditional TV							
March 2014	24:16	20:41	22:27	27:36	33:40	43:56	50:34
March 2015	21:57	18:15	18:33	24:52	32:24	42:31	50:00
Difference	-2:19	-2:26	-3:54	-2:44	-1:16	-1:25	:-34
% Difference			-17.4%	-9.9%			



## Timeshifted TV

March 2014	2:21	1:51	1:48	3:34	3:57	4:01	3:10
March 2015	2:24	1:49	1:42	3:20	4:11	4:16	3:36
Difference	+:03	:-02	:-06	:-14	+:14	+:15	+:26
% Difference			-5.6%	-6.6%			

## DVD

March 2014	2:02	1:00	0:56	1:26	1:17	0:56	0:34
March 2015	1:54	1:06	0:55	1:18	1:12	1:02	0:38
Difference	:-08	+:06	:-01	:-08	:-05	+:06	+:04
% Difference			-----	-9.3%			

## Game Console

March 2014	2:37	3:47	3:38	2:41	1:06	0:27	0:06
March 2015	2:36	3:55	4:09	2:56	1:06	0:22	0:07
Difference	:-01	+:08	+:31	+:15	-----	:-05	+:01
% Difference			+14.2%	+9.3%			

## Internet/Comp.

March 2014	0:20	0:43	4:26	5:45	6:14	5:22	3:04
March 2015	0:20	0:47	4:45	5:51	7:13	5:37	3:07
Difference	----	+:04	+:19	+:06	+:59	+:15	+:03
% Difference			+7.1%	+1.7%			

## Video/Internet

March 2014	0:11	0:19	1:32	1:31	1:07	0:47	0:18
March 2015	0:16	0:24	1:41	1:52	1:45	1:10	0:29
Difference	+:05	+:05	+:09	+:21	+:38	+:23	+:11
% Difference			+9.7%	+23.0%			



## Video/Mobile

March 2014	n/a	n/a	0:19	0:13	0:08	0:04	0:00
March 2015	n/a	n/a	0:26	0:17	0:13	0:07	0:00
Difference			+07	+04	+05	+03	
% Difference			+36.8%	+30.7%			

The Cross-Platform Report March 2014 &amp; March 2015

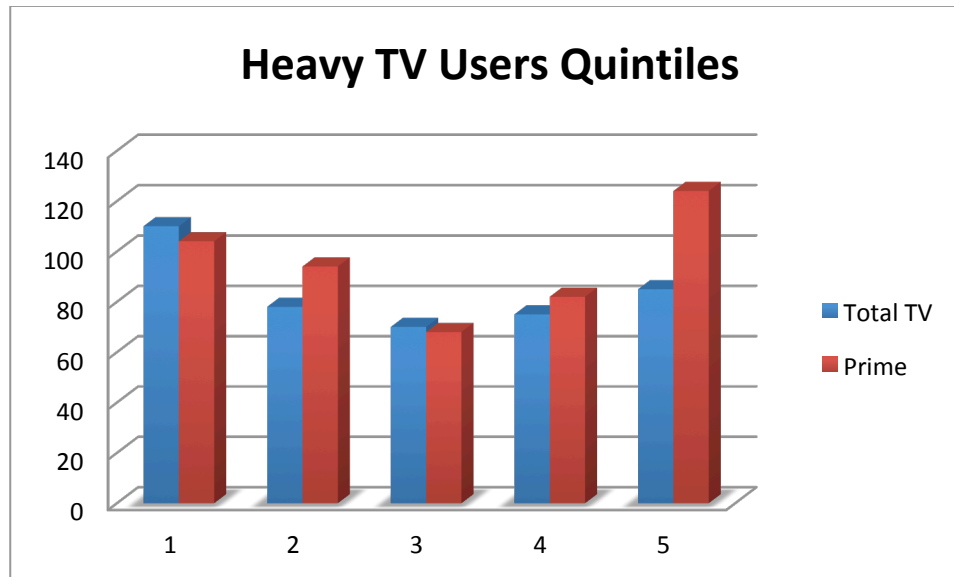
We see the same skew in time spent to traditional television with Hispanics as well. This information from the Cross-Platform Report is based on monthly time spent vs. weekly as in the chart above.

	<u>K 2-11</u>	<u>T12-17</u>	<u>A 18-24</u>	<u>A25-34</u>	<u>A35-49</u>	<u>A50-64</u>	<u>A65+</u>
Traditional TV	103:28	80:56	83:52	109:13	125:52	162:29	230:29
Timeshifted TV	8:51	6:39	7:35	11:22	11:12	12:28	14:03
DVD	7:50	5:04	3:57	5:36	4:34	3:26	3:13
Game Console	10:48	17:46	19:53	11:10	4:03	1:30	0:51
Internet/Comp.	4:45	8:07	29:45	32:40	27:12	25:21	16:11
Video/Internet	6:16	7:37	16:00	13:39	9:46	9:56	3:52
Video/Mobile	n/a	n/a	3:29	1:59	1:49	1:08	0:00

The Cross-Platform Report March 2015



We see that the index for Total Television heavy viewers and Primetime heavy viewers index over 100, while the index for the remaining targets index under 100. We do see that prime indexes well over 100 for the Mid-Life Motorcyclist. In order to continue to use television the plan must identify those programs and cable networks that perform well against all of these target groups.



Source: 2015 GfK MRI Upfront

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Mid-Life Motorcyclists



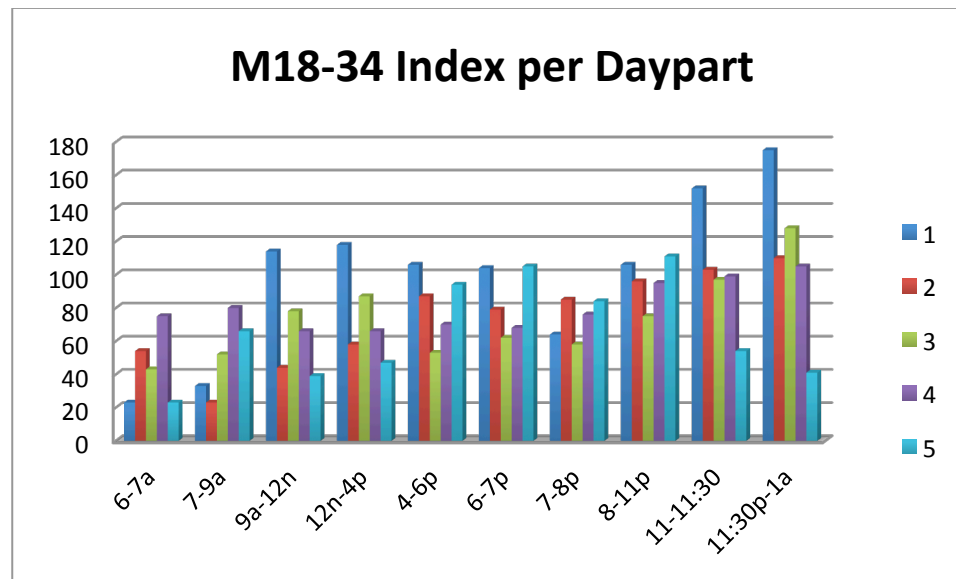


### Broadcast

Broadcast networks provide greater coverage and higher ratings against all of the segmented target groups. Network/programming decisions will be based on the men 18-34 target, as the older targets tend to over-deliver.

The following charts look at daypart performance on a composition basis and a reach basis.

The chart below looks at the index (% composition vs. all adults) for each daypart for each of the segmented target audiences. On a composition basis late night tends to have a higher composition of our younger male target than other times of the day.

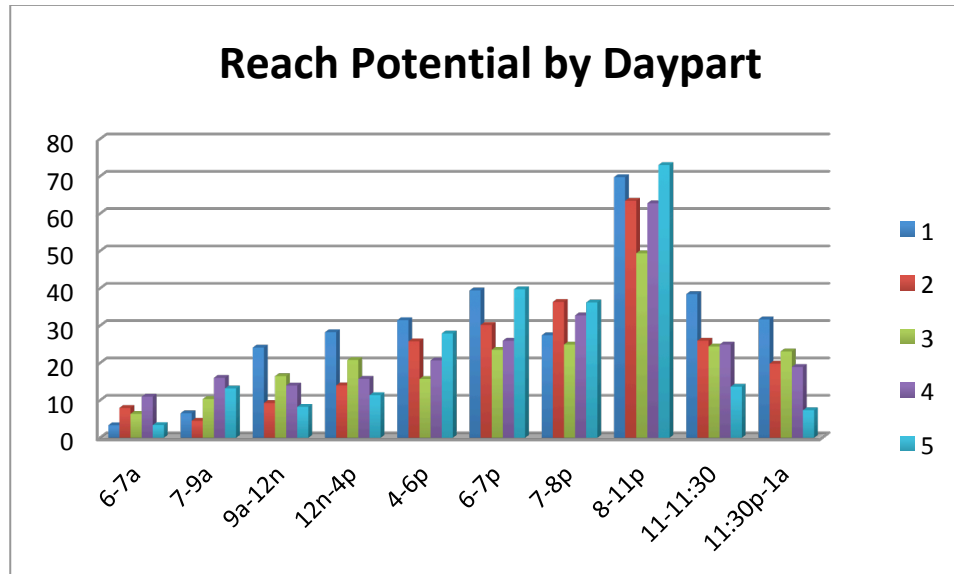


Source: 2015 GfK MRI Upfront

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 - Midlife Motorcyclists



When we look at the reach potential afforded by each of the dayparts, prime is still the reach leader.



Source: 2015 GfK MRI Upfront

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 – Midlife Motorcyclists

We will use those dayparts that have a high composition of the target audiences (i.e. late night) and those that generate high reach (i.e. prime).



Some of the top performing programs can be found on the FOX and CW networks. A selection of those programs and their index, as well as reach potential, against the various target audiences for the “Drive Sober” campaign are indicated on the following charts. The highest reach potential for each target group has been highlighted.

<u>Entertainment</u> <u>Program</u>	<u>Discontented</u> <u>Blue Collars</u>	<u>Middle-Class</u> <u>Risk-Takers</u>	<u>Inexperienced</u> <u>Social Drinkers</u>	<u>Responsible</u> <u>Drinkers</u>	<u>Midlife</u> <u>Motorcyclists</u>
	Index	Index	Index	Index	Index
Bob's Burgers	325	174	345	143	48
% Reach Potential	11.85	6.35	12.57	5.22	1.76
Family Guy	441	213	394	114	28
% Reach Potential	48.39	23.35	43.22	12.47	3.10
The Flash	----	199	158	92	20
% Reach Potential		10.99	8.71	5.11	1.11
New Girl	155	163	127	119	16
% Reach Potential	7.28	7.65	5.94	5.60	0.74
The Originals	212	78	145	102	----
% Reach Potential	5.99	2.20	4.09	2.88	
The Simpsons	353	212	203	158	78
% Reach Potential	28.87	17.30	16.62	12.93	6.38
Supernatural	402	108	231	105	37
% Reach Potential	22.27	5.98	12.79	5.82	2.04

Source: 2015 GfK MRI Upfront



Sports programming will provide large live audiences (vs. those that are recorded) and reach against all of the targets.

<u>Sports</u>	<u>Discontented</u>	<u>Middle-Class</u>	<u>Inexperienced</u>	<u>Responsible</u>	<u>Midlife</u>
<u>Program</u>	<u>Blue Collars</u>	<u>Risk-Takers</u>	<u>Social Drinkers</u>	<u>Drinkers</u>	<u>Motorcyclists</u>
	Index	Index	Index	Index	Index
NASCAR	56	40	63	92	496
% Reach Potential	3.33	2.35	3.75	5.41	29.35
MLB Reg. Season	12	136	68	95	165
% Reach Potential	1.26	14.48	7.27	10.12	17.56
NFL Wknd Game	55	146	110	93	116
% Reach Potential	13.92	36.73	27.62	23.50	29.05
MMA	141	344	----	109	123
% Reach Potential	2.07	5.04		1.60	1.81
Soccer-MLS	515	91	394	106	67
% Reach Potential	8.02	1.42	6.14	1.65	1.04
WWE Wrestling	452	210	103	145	177
% Reach Potential	13.86	6.42	3.16	4.44	5.42



### Cable

Cable network television offers several networks that perform well against our targets, and help to build reach by virtue of the number of networks used, and builds frequency by virtue of the lower unit rates.

Based on a ranking of men 18-34 the following are the top 20 cable networks based on audience within the primetime daypart for the Period from 9/22/14 – 4/19/15.

<u>Rank</u>	<u>Network</u>	<u>Nat AA%</u>	<u>(000s)</u>
1	Adult Swim	0.65	222
2	Comedy Central	0.57	195
3	TBS	0.53	182
4	AMC	0.51	172
5	FX	0.46	155
6	USA	0.45	154
7	Discovery	0.36	122
8	ABC Family	0.28	95
9	History Channel	0.28	95
10	Spike	0.28	94
11	Cartoon Network	0.27	93
12	SyFy	0.27	92
13	TNT	0.27	81
14	MTV	0.23	79
15	Nick @ Nite	0.23	78
16	Nickelodeon	0.21	71
17	FXX	0.20	68
18	A&E	0.20	67
19	Food Network	0.19	64
20	VH1	0.17	58

Source: Nielsen Media Research via Turner



Cable audiences have continued to erode, but many networks do reach all members of the segmented qualified target audiences.

<u>Network</u>	<u>Discontented Blue Collars Index</u>	<u>Middle-Class Risk-Takers Index</u>	<u>Inexperienced Social Drinkers Index</u>	<u>Responsible Drinkers Index</u>	<u>Midlife Motorcyclists Index</u>
Adult Swim	534	244	415	102	43
CBS Sports Net.	161	124	139	77	160
Comedy Central	203	200	253	112	68
Discovery Channel	55	112	98	109	149
ESPN	92	154	165	106	115
ESPN2	107	142	132	105	77
ESPNNews	108	154	193	108	56
Fox Sports 1	82	155	112	93	161
FX	190	149	210	105	59
FXX	101	240	267	87	75
History Channel	109	112	112	89	93
MLB Network	163	107	192	62	206
MTV	94	78	248	124	12
MTV2	210	111	416	134	18
NBA TV	241	132	283	72	33
NBC Sports Net.	55	85	144	119	62
NFL Network	233	212	286	124	84
Nick @ Nite	110	46	214	119	21
Spike TV	219	168	182	107	99
SyFy	115	108	122	96	136
TBS	95	114	133	102	63
TruTV	155	126	204	101	57
USA	56	92	139	99	113
Velocity	130	105	171	127	334

2015 GfK MRI Upfront



The following networks not only enjoy a high index against each segmented audience, but also deliver a large amount of reach against each group. This top 20 rank is based on the primary target of Discontented Blue Collar young men. Highlighted in blue is the single highest reach network for each target group. Highlighted in yellow are the highest reach networks (History, ESPN & Discovery) for reaching the 45-64 year old Mid-Life Motorcyclist.

<u>Network</u>	<u>Discontented Blue Collars</u> %	<u>Middle-Class Risk-Takers</u> %	<u>Inexperienced Social Drinkers</u> %	<u>Responsible Drinkers</u> %	<u>Midlife Motorcyclists</u> %
Adult Swim	35.56	16.27	27.62	6.77	2.89
History Channel	35.49	36.25	36.46	28.98	30.35
FX	34.53	26.96	38.05	19.00	10.63
Spike	32.46	24.94	26.96	15.87	14.62
Comedy Central	29.11	28.66	36.36	16.06	9.78
ESPN	27.28	45.89	49.24	31.66	34.33
TBS	26.93	32.39	37.74	28.79	17.85
SyFy	21.63	20.39	22.85	18.03	25.63
TruTV	20.54	16.70	27.07	13.44	7.61
ESPN2	18.28	24.35	22.64	18.01	13.24
NFL Network	18.17	16.54	22.32	9.66	6.57
CBS Sports Network	17.34	13.37	14.98	8.28	17.28
USA	14.58	23.83	36.22	25.70	29.52
Discovery	14.44	29.46	25.80	28.81	39.21
MTV	11.85	9.76	31.15	15.58	1.47
NBA TV	11.76	6.43	13.81	3.51	1.59
FS1	11.76	22.21	15.96	13.31	23.04
MTV2	10.41	5.48	20.60	6.61	0.91
MLB Network	9.72	6.39	11.43	3.69	12.28
ESPNews	9.72	13.90	17.42	9.80	5.06

Source: 2015 Gfk MRI Upfront



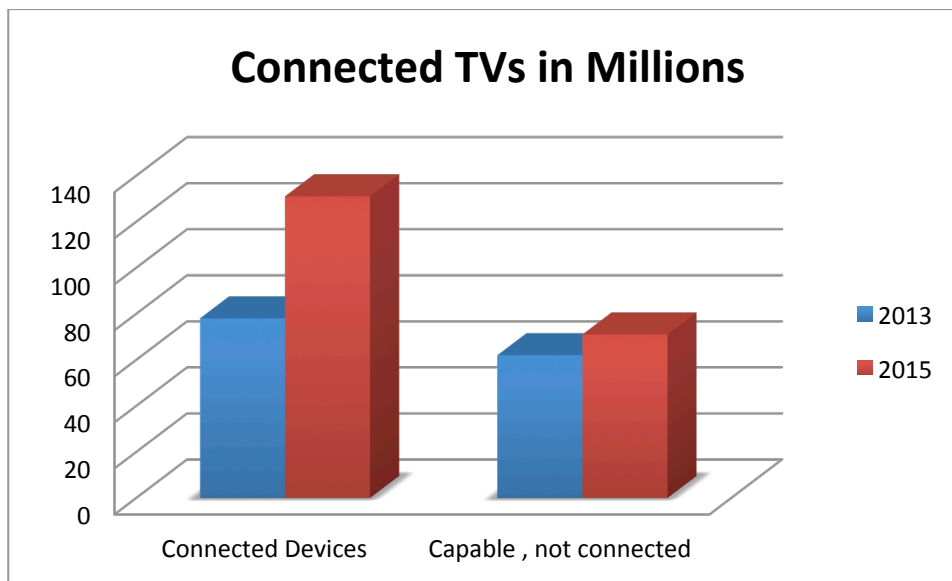
### Connected TV (CTV)

Connected TVs are designed to provide a more immersive experience for television viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming, in addition to regular television content.

Reasons to consider CTV on the “Drive Sober” plan include –

- Compliments TV and Digital video campaigns with pre-roll on CTV
- Consumers expect and appreciate pre-roll ads in exchange for free video content

The use of connected TVs has grown significantly as the chart below illustrates –



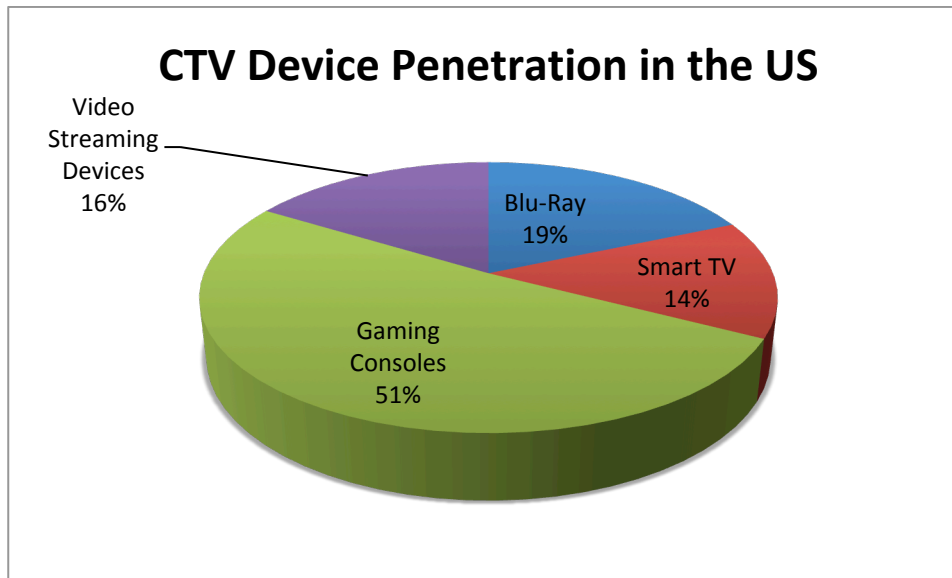
YuMe: Your Connected TV Guide March 2014





The most common connected device is a gaming console.

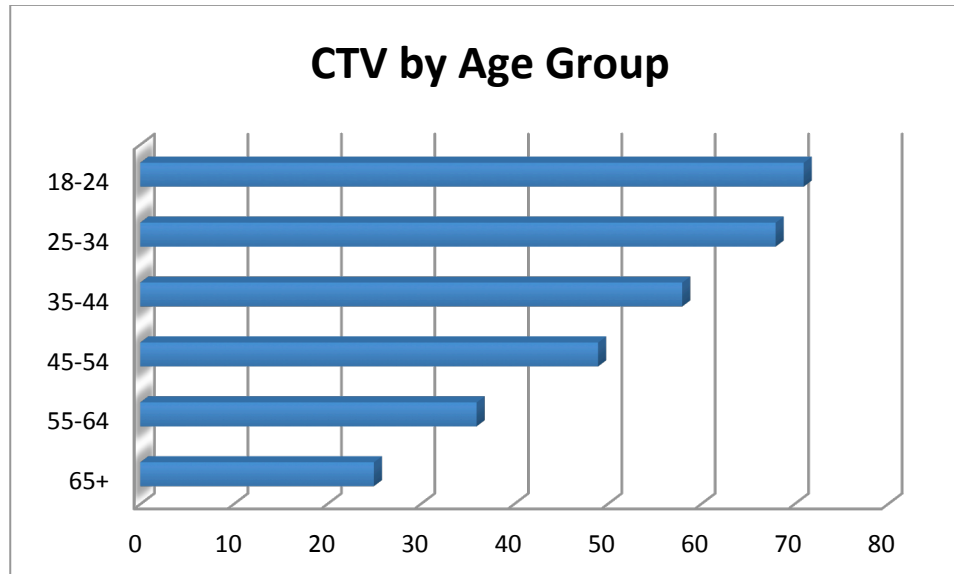
The pie chart shows the other devices in relation to gaming consoles.



YuMe: Your Connected TV Guide March 2014



When we look at penetration of connected TVs by age cell break we see that the 18-34 age group cells represent the greatest penetration.



YuMe: Your Connected TV Guide March 2014

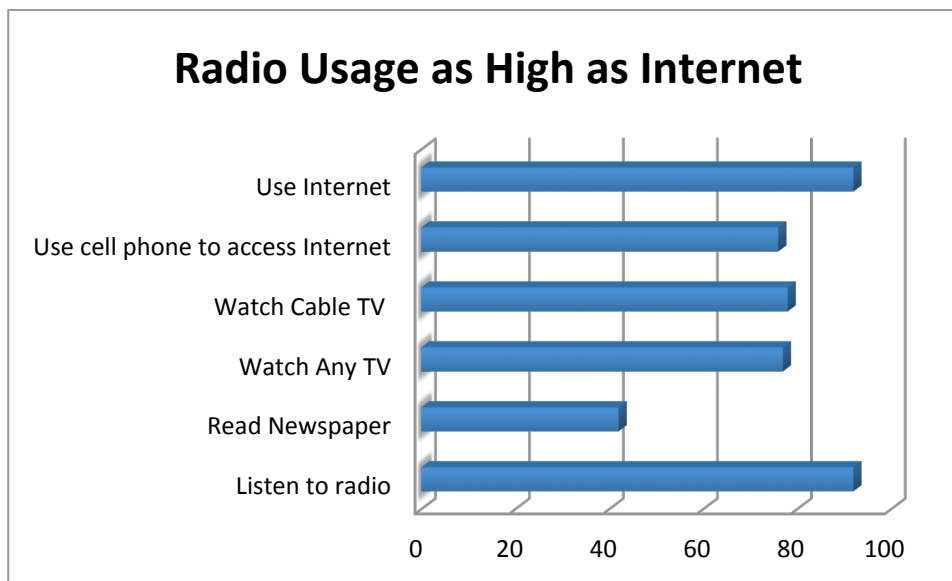


### **Network Radio Strategy**

Radio will serve as part of a multi-platform media approach to increase reach while generating higher levels of frequency. Radio also offers tie-ins with on-air personalities via live reads and promotion through their social networks.

Radio is a very good compliment to television as radio's "prime time" is during the day vs. television's heavy usage time of prime and late night. Radio is also the #1 medium of choice Monday – Friday, 6a-6p.

A study from Scarborough USA in 2014 indicates that radio rivals the Internet based on usage for Millennials.



Source: Scarborough USA 2014



Based on a quintile analysis of the top two heavy usage quintiles we see that radio indexes above 100 for all segments.

	<u>Discontented Blue Collars</u>	<u>Middle-Class Risk-Takers</u>	<u>Inexperienced Social Drinkers</u>	<u>Responsible Drinkers</u>	<u>Midlife Motorcyclists</u>
	Index	Index	Index	Index	Index
Quintile I & II	101	103	118	108	143

Top performing radio formats for the highest at risk group are CHR, Rock and Urban.

	<u>Discontented Blue Collars</u>	<u>Middle-Class Risk-Takers</u>	<u>Inexperienced Social Drinkers</u>	<u>Responsible Drinkers</u>	<u>Midlife Motorcyclists</u>
	Index	Index	Index	Index	Index
AAA	157	225	77	70	147
AC	120	104	55	134	99
Alternative	132	241	165	114	90
CHR	240	146	204	130	21
Classic Rock	190	148	105	108	321
Country	56	103	84	95	117
Rock	171	217	152	131	155
Sports	50	177	86	138	42
Urban	243	88	225	127	96
Internet Radio	128	174	159	146	30
Any Satellite Radio	34	38	97	112	163

Source: 2015 Gfk MRI Upfront

The older Midlife Motorcyclist still consumes a high amount of traditional media as we saw in the television information previously, and with the radio data presented here, especially the very high index of radio usage for the top two quintiles. Radio can be a very efficient method for state advertising plans to reach this group.



### **Digital Media Strategy**

The digital strategy will be to build the “Drive Sober or Get Pulled Over” brand.

Additional budget will be allocated to the digital portion of the plan reflecting the greater use of digital outlets by these audiences, as well as, the lower use of television during the flight period.

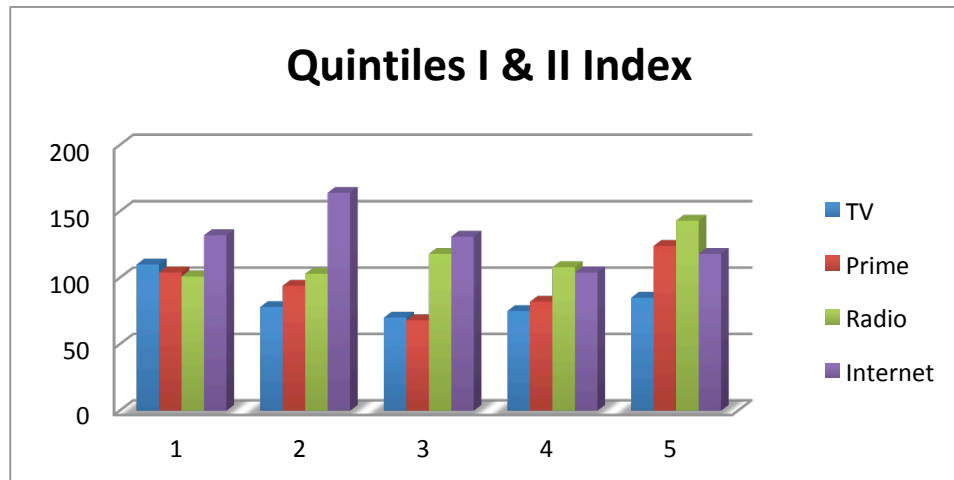
In order to build the “Drive Sober” brand digitally the plan will need to generate engagement, and motivate people to participate in the discussion around driving sober, and the consequences for not doing so.

We will work with online partners such as BuzzFeed, Twitter, YouTube, Crave, Defy, Revision3, and many others to create content that will foster engagement and start a conversation. Along with these premium placements a programmatic buying strategy will be used to reach the target groups very efficiently in order to build impressions.

Programmatic buying is a shift from buying site direct. With programmatic NHTSA is buying people in lieu of websites, through the use of advanced demographic and psychographic targeting. The advanced behavioral targeting needed to do programmatic buying is made available via a number of sources including Blue Kai, Master Card and Excelate. Programmatic ads are purchased in real time (micro-seconds) allowing Tombras to evaluate the quality of each impression and each user before deciding to purchase the inventory.



When looking at quintiles I & II for TV, prime, radio and the Internet we see that the Internet's composition of heavy users is as high as, or higher, than the other vehicles.

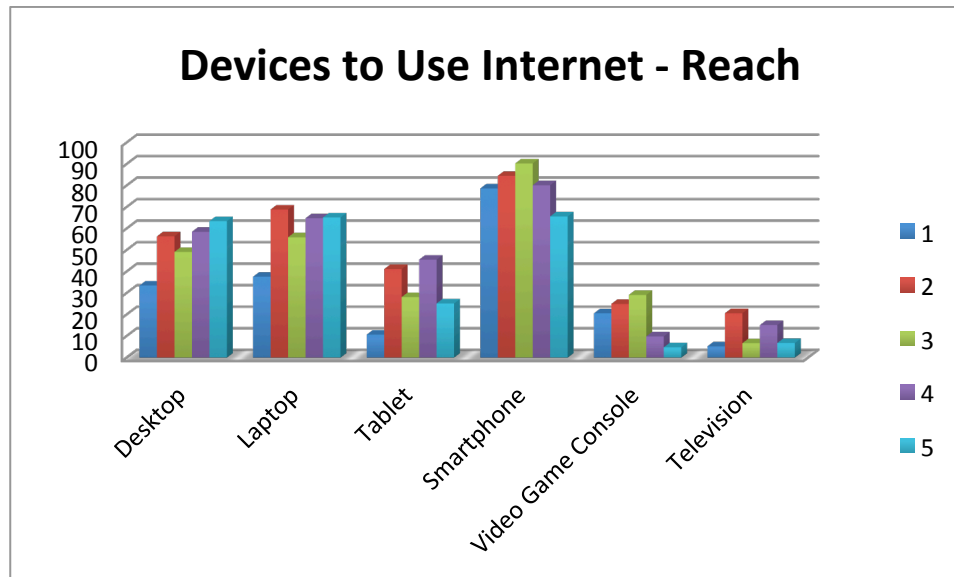


Source: 2015 Gfk MRI Upfront

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Midlife Motorcyclists



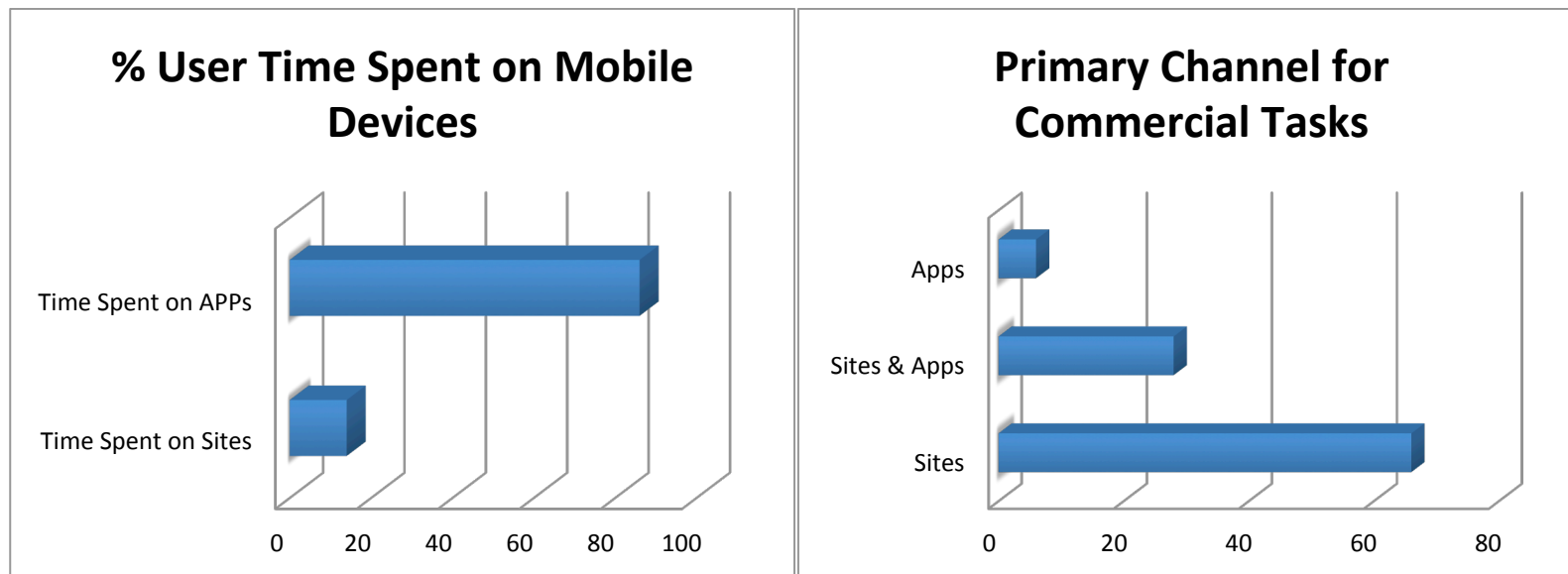
When we look at the devices used to look at the Internet, smartphone lead the way by a wide margin, and therefore, mobile (smart phone and tablets) must continue to play an ever-increasing role in the NHTSA digital plans.



Source: 2015 GfK MRI Upfront



Some very interesting information has come out of a Google/Ipsos study on mobile use. Though mobile apps account for the majority of time spent on mobile devices – the primary channel for tasks, including commercial tasks, are mobile sites.



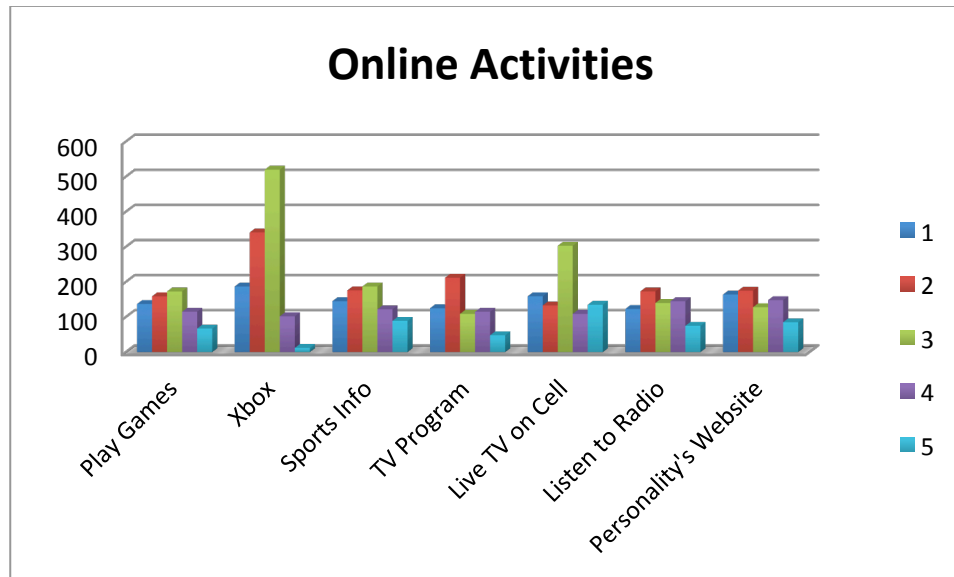
Source: Google/Ipsos Multiscreen Industry Study

As we look at mobile execution we will still consider apps, but will definitely use mobile sites at a greater level.





Some of the activities the target groups perform online are detailed in the chart below. All of these present opportunities to reach a large number of members of these target groups.



Source: 2015 Gfk MRI Upfront

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Midlife Motorcyclists

We will continue to use video, as well as banner advertising, on those sites and networks reaching our primary audience of young men with appropriate content. That content will include gaming, sports, entertainment and music.



### **Media Dollar Allocation**

Dollars will be allocated as close to as follows in order to achieve the communication goals for the segmented targets.

<u>Medium</u>	<u>2015</u>	<u>2014</u>
Broadcast/Cable Television	45%	50%
Radio	12%	12%
Spanish Language	8%	6%
Digital/Online	35%	32%

This allocation should deliver the following reach & frequency by measured medium against men 18-34 –

<u>Medium</u>	<u>% Reach</u>	<u>Average Frequency</u>	<u>Total GRPs</u>
Television	68	4.7	322
Radio	46	11.8	543
Total	81	10.7	865

Reach @ 8+ = 35%